

The Influence of Service Quality and Location on Repurchase Intention at Natra Bintan, A Tribute Portfolio Resort

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ABSTRACT

This study investigates the influence of service quality and location on repurchase intention among guests at Natra Bintan, a Tribute Portfolio Resort, in the Riau Islands, Indonesia—a region experiencing rapid tourism growth and intensifying hospitality competition. Employing a quantitative research design with a causal-associative approach, data were collected through a purposive sampling technique from 175 respondents using a structured, closed-ended questionnaire measured on a five-point Likert scale. Validity and reliability tests confirmed that all measurement items were valid and internally consistent, while classical assumption tests verified that the regression model met normality, heteroscedasticity, and multicollinearity requirements. Multiple linear regression analysis revealed that service quality ($\beta = 0.450$, $p < 0.001$) and location ($\beta = 0.108$, $p = 0.002$) both have positive and statistically significant effects on repurchase intention, with service quality identified as the stronger predictor. Simultaneously, both variables explain 32.7% of the variance in repurchase intention, indicating the importance of enhancing service excellence and leveraging strategic location to sustain guest loyalty. The findings contribute to hospitality literature by reinforcing the dual role of service performance and locational attributes in shaping behavioral intentions and offer practical implications for resort managers to integrate operational service improvement with destination accessibility strategies to maintain competitive advantage.

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1. INTRODUCTION

The hospitality industry constitutes a critical component of the global tourism sector, which has experienced consistent growth over the past decade. This expansion is driven by the increasing demand for travel experiences, the diversification of tourism products, and the intensification of competition among service providers. In Indonesia, the Riau Islands Province has emerged as one of the nation's prominent tourism hubs, supported by its strategic geographic location, rich natural resources, and growing accessibility. Statistical data from the Central Bureau of Statistics of the Riau Islands Province reported that tourist arrivals reached 189,714 in December 2023, marking a 44.59% increase from the previous month [1]. Furthermore, the Ministry of Tourism and Creative Economy noted that Bintan Island recorded more than a 100% year-on-year increase in tourist visits, underscoring its substantial growth potential in the accommodation sector.

Hotels, as a central element of tourism infrastructure, play a pivotal role in delivering memorable experiences to guests through both tangible facilities and intangible service interactions. Positive guest experiences, determined by factors such as service professionalism, comfort, and personalized engagement, are closely associated with satisfaction and long-term loyalty [2]. In this context, repurchase intention—defined as a customer's decision to revisit or reuse a service based on prior positive experiences—serves as a critical indicator of sustainable competitiveness in the hospitality industry [3], [4]. Prior studies have demonstrated that service quality, encompassing reliability, responsiveness, and empathy, significantly shapes customer evaluations and subsequent behavioral intentions [5], [6].

In addition to service quality, location remains a decisive determinant of hotel choice and repurchase behavior, particularly in geographically dispersed regions such as the Riau Islands. Strategic location not only facilitates accessibility but also enhances guest convenience in relation to surrounding attractions and amenities [7]. Empirical evidence confirms that location, when aligned with guests' functional and experiential expectations, can substantially reinforce their loyalty [8], [9]. For instance, studies in both restaurant and hotel contexts have found that service quality, location, and price collectively and individually influence repurchase decisions, either directly or indirectly through customer satisfaction [8], [9].

Despite the extensive literature on service quality and location, research specifically addressing their combined effect on repurchase intention within the unique context of archipelagic hospitality destinations remains limited. This gap is particularly evident for luxury resort segments operating in environmentally distinctive regions such as Bintan. Natra Bintan, a Tribute Portfolio Resort, offers a compelling case study given its distinctive glamping concept that integrates a natural outdoor setting with luxury amenities, situated in the exclusive Lagoi Bay tourism area. The resort's positioning necessitates a holistic understanding of how service quality and location synergistically drive repeat patronage in a highly competitive environment.

Therefore, this study aims to: (1) examine the influence of service quality on repurchase intention at Natra Bintan, a Tribute Portfolio Resort; (2) evaluate the effect of location on repurchase intention; and (3) analyze the simultaneous influence of service quality and location on repurchase intention. The findings are expected to contribute both theoretically—by extending the discourse on service quality–location dynamics in hospitality loyalty research—and practically—by offering managerial insights to enhance guest retention strategies in luxury resort operations.

2. METHOD

This study adopted a quantitative research design with a causal-associative approach to examine the influence of service quality and location on repurchase intention at Natra Bintan, a Tribute Portfolio Resort, located in the Treasure Bay Bintan tourism area, Indonesia. The research population comprised 3,498 guests recorded between July and December 2025, with the sample size determined based on Yount's sampling guideline of 5% for populations between 1,001 and 5,000, resulting in 175 respondents selected using purposive sampling [10]. Data were collected through a structured, closed-ended questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), with service quality, location, and repurchase intention items adapted from validated instruments in prior hospitality and tourism research [11]–[13]. Instrument validity was assessed using Pearson's product-moment correlation with a significance threshold of ≤ 0.05 , and reliability was measured via Cronbach's Alpha with all constructs exceeding the 0.60 threshold [14], indicating strong internal consistency ($\alpha = 0.962$ for service quality, $\alpha = 0.938$ for location, and $\alpha = 0.951$ for repurchase intention). Data analysis was performed using SPSS Statistics 25.0, applying multiple linear regression to assess partial and simultaneous effects, with t-tests for individual significance, F-tests for overall model significance, and the coefficient of determination (R^2) for explanatory power. Classical assumption tests—Kolmogorov–Smirnov for normality, Glejser for heteroscedasticity, and multicollinearity diagnostics using Variance Inflation Factor ($VIF < 10$; tolerance > 0.1)—were conducted to ensure model robustness [15].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Respondent Characteristics

A total of 175 valid responses were obtained from guests who had stayed at Natra Bintan, a Tribute Portfolio Resort. As shown in Table 1, the majority of respondents were female (58.9%), while male respondents accounted for 41.1%. In terms of age, the largest group was between 17–25 years old (42.9%), followed by the 26–35 age group. Regarding occupation, private sector employees constituted the highest proportion (43.4%), followed by self-employed respondents.

Table 1. Demographic profile of respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	72	41.1
	Female	103	58.9

Demographic Variable	Category	Frequency	Percentage (%)
Age	17–25	75	42.9
	26–35	54	30.9
	36–45	28	16.0
	>45	18	10.2
Occupation	Private sector	76	43.4
	Self-employed	45	25.7
	Government employee	30	17.1
	Student	24	13.8

3.1.2. Descriptive Statistics of Variables

Descriptive statistics for service quality (X1), location (X2), and repurchase intention (Y) are presented in Table 2. The mean score for service quality was 61.86 (SD = 4.459), indicating a generally positive evaluation by guests. The location variable recorded a mean of 61.91 (SD = 6.679), while repurchase intention averaged 49.50 (SD = 3.698), reflecting favorable behavioral intentions among respondents.

Table 2. Descriptive statistics of research variables

Variable	N	Mean	Std. Dev	Variance	Min	Max
Service Quality	175	61.86	4.459	19.889	31	71
Location	175	61.91	6.679	44.619	33	75
Repurchase Intention	175	49.50	3.698	13.677	29	57

3.1.3. Instrument Validation and Reliability Testing

Before conducting hypothesis testing, the questionnaire was evaluated for validity and reliability to ensure measurement accuracy and consistency. Validity testing using Pearson's product-moment correlation indicated that all 15 items measuring service quality (X1), all 15 items measuring location (X2), and all 12 items measuring repurchase intention (Y) achieved significance values ≤ 0.05 , confirming that every item was valid in measuring its intended construct. Reliability testing using Cronbach's Alpha yielded coefficients of 0.962 for service quality, 0.938 for location, and 0.951 for repurchase intention, all of which exceed the recommended minimum of 0.60, thereby confirming high internal consistency [16].

Table 4. Results of validity and reliability testing

Test Type	Variable	Statistic / Value	Sig. Value	Criteria	Conclusion
Validity	Service Quality	$r = 0.000-0.000$	≤ 0.05	$\text{Sig.} \leq 0.05$	Valid
	Location	$r = 0.000-0.001$	≤ 0.05	$\text{Sig.} \leq 0.05$	Valid
	Repurchase Int.	$r = 0.000-0.000$	≤ 0.05	$\text{Sig.} \leq 0.05$	Valid
Reliability	Service Quality	$\alpha = 0.962$	–	$\alpha > 0.60$	Reliable
	Location	$\alpha = 0.938$	–	$\alpha > 0.60$	Reliable
	Repurchase Int.	$\alpha = 0.951$	–	$\alpha > 0.60$	Reliable

3.1.4. Assumption Testing

Following validation and reliability confirmation, classical assumption tests were conducted to ensure the suitability of the regression model. The normality test using the Kolmogorov-Smirnov method yielded a significance value of 0.200 (> 0.05), confirming that residuals were normally distributed. The heteroscedasticity test using the Glejser method indicated significance values of 0.074 for service quality and 0.560 for location, both greater than 0.05, demonstrating no heteroscedasticity in the data. Lastly, the multicollinearity test showed Variance Inflation Factor (VIF) values of 1.000 for both independent variables, with tolerance values exceeding 0.1, confirming no multicollinearity [17].

Table 5. Results of classical assumption testing

Test Type	Variable	Statistic / Value	Sig. Value	Criteria	Conclusion
Normality (K-S test)	Residuals	0.062	0.200	Sig. > 0.05	Normal distribution
Heteroscedasticity	Service Quality	-0.062 (t = -1.797)	0.074	Sig. > 0.05	No heteroscedasticity
	Location	-0.014 (t = -0.584)	0.560	Sig. > 0.05	No heteroscedasticity
Multicollinearity	Service Quality	VIF = 1.000	–	VIF < 10; Tol. > 0.1	No multicollinearity
	Location	VIF = 1.000	–	VIF < 10; Tol. > 0.1	No multicollinearity

3.1.5. Hypothesis Test

The hypothesis testing results confirmed that both service quality (X1) and location (X2) have significant effects—both individually and jointly—on repurchase intention (Y) at Natra Bintan, a Tribute Portfolio Resort. The t-test results (Table 6) showed that service quality had a regression coefficient of 0.450 ($p = 0.000$) and location had a regression coefficient of 0.108 ($p = 0.002$), indicating that both variables positively and significantly influence repurchase intention. The F-test (Table 7) further demonstrated that service quality and location simultaneously affect repurchase intention, with an F-value of 43.214 and a significance value of 0.000 (< 0.05), thereby supporting all proposed hypotheses. The coefficient of determination analysis (Table 8) yielded an adjusted R^2 value of 0.327, indicating that 32.7% of the variance in repurchase intention can be explained by service quality and location, while the remaining 67.3% is attributed to other factors beyond the scope of this study, such as price, brand image, and customer satisfaction. These findings are consistent with previous studies emphasizing the critical role of service performance and strategic location in driving customer loyalty in the hospitality sector [18]–[20].

Table 6. Results of partial significance test (t-test)

Variable	Coefficient (β)	Std. Error	t-value	Sig. Value	Conclusion
Constant	14.972	38.320	3.907	0.000	–
Service Quality	0.450	0.052	8.733	0.000	Significant
Location	0.108	0.034	3.124	0.002	Significant

Table 7. Results of simultaneous significance test (F-test)

Model	Sum of Squares	df	Mean Square	F-value	Sig. Value	Conclusion
Regression	795.875	2	397.938	43.214	0.000	Significant
Residual	1583.873	172	9.209	–	–	–
Total	2379.749	174	–	–	–	–

Table 8. Results of coefficient of determination (R^2)

R	R^2	Adjusted R^2	Std. Error of the Estimate
0.578	0.334	0.327	3.03456

3.2. Discussion

The results of this study confirm that service quality and location have both individual and joint significant effects on repurchase intention at Natra Bintan, a Tribute Portfolio Resort. The t-test results showed that service quality ($\beta = 0.450$, $p < 0.001$) and location ($\beta = 0.108$, $p = 0.002$) significantly enhance guests' intention to revisit. This finding supports prior studies highlighting the critical role of service delivery in shaping behavioral loyalty [18], [19]. High service quality—encompassing reliability,

responsiveness, and empathy—has been shown to foster guest satisfaction, which in turn strengthens loyalty intentions in the hospitality industry [18].

The significant influence of location corroborates the notion that strategic accessibility, proximity to attractions, and environmental appeal are decisive in accommodation choice and repeat patronage [20]. A well-situated resort not only improves functional convenience but also contributes to experiential value, as indicated in luxury hotel attachment studies [21]. In the context of Bintan's archipelagic tourism environment, location advantages should be complemented by adequate transport connectivity, environmental maintenance, and noise control to sustain positive perceptions.

The F-test results ($F = 43.214$, $p < 0.001$) further confirm that service quality and location operate synergistically in influencing repurchase intention, a result consistent with integrated loyalty models where service performance and location jointly predict behavioral intentions [22], [23]. The adjusted R^2 value of 0.327 indicates that while these variables explain a substantial proportion of variance in repurchase intention, other factors—such as price competitiveness, brand image, and loyalty programs—remain important drivers [24]. This suggests that future studies should incorporate mediating and moderating variables, such as perceived value and customer satisfaction, as well as longitudinal designs to capture dynamic loyalty behaviors in the luxury resort sector.

4. CONCLUSION

This study concludes that service quality and location both have positive and statistically significant effects—individually and jointly—on repurchase intention at Natra Bintan, a Tribute Portfolio Resort, with service quality ($\beta = 0.450$, $p < 0.001$) identified as the stronger predictor compared to location ($\beta = 0.108$, $p = 0.002$), highlighting that consistent, reliable, and customer-oriented service delivery, coupled with strategic accessibility and a conducive surrounding environment, are key drivers of guest loyalty; the adjusted R^2 value of 0.327 indicates that while these two factors explain a substantial portion of repurchase intention, other elements such as pricing strategies, brand image, and customer satisfaction should be examined in future research, and from a managerial perspective, the findings underscore the importance of an integrated strategy that enhances both service excellence and locational advantages through staff training, personalized guest engagement, environmental quality management, and transport connectivity to strengthen competitive positioning in the luxury resort market.

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